

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 EA-09 ISO-00 AID-05 CEA-01 CIAE-00

COME-00 FRB-01 INR-07 IO-13 NEA-10 NSAE-00 USIA-15

OPIC-06 SP-02 TRSE-00 CIEP-02 LAB-04 SIL-01 OMB-01

PA-02 PRS-01 DOTE-00 /100 W  
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R 070800Z SEP 76

FM AMEMBASSY TOKYO

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INFO ECOMMISSION BRUSSELS 1868

USMISSION OECD PARIS

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UNCLAS TOKYO 13379

E.O. 11652:N/A

TAGS: ETRD, JA

SUBJECT: JAPAN'S AUTOMOTIVE TRADE AND PRODUCTION JAN-JUNE 1976

REF: TOKYO 8364 (NOTAL)

1. SUMMARY: THE EXPANSIVENESS IN THE JAPANESE AUTO  
INDUSTRY DISCERNIBLE DURING THE FIRST THREE MONTHS OF  
1976 CONTINUED THROUGH THE SECOND QUARTER. PRODUCTION  
DURING THE FIRST SIX MONTHS REACHED 3.8 MILLION VEHICLES,  
AN ALL-TIME HIGH FOR JAN-JUNE, AND UP 14.9 PERCENT OVER  
THE SAME PERIOD LAST YEAR JAN-JUNE EXPORTS TOTALED  
1.8 MILLION VEHICLES, INCLUDING OVER 700,000 TO THE  
U.S., ALMOST DOUBLE THE NUMBER A YEAR AGO. IMPORTS  
TOTALED 22,679 UNITS - A DROP OFF OF 13 PERCENT FROM  
A YEAR AGO. END SUMMARY.

2. ACCORDING TO STATISTICS RELEASED BY THE JAPAN AUTO-  
MOBILE MANUFACTURERS ASSOCIATION (JAMA), AUTO PRODUCTION  
IN JANUARY-JUNE REACHED 3,786,258 UNITS, UP 14.9 PERCENT  
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OVER THE CORRESPONDING PERIOD A YEAR AGO AND AN ALL-TIME

SIX-MONTH HIGH. OF THIS TOTAL 2,447,777 WERE PASSENGER CARS WHOSE PRODUCTION WAS SUSTAINED BY HEALTHY EXPORTS AND SURPRISINGLY BRISK DOMESTIC SALES GIVEN THE GLUM FORECASTS OF LATE LAST YEAR. THE PACE OF DOMESTIC SALES CAN BE ATTRIBUTED MAINLY TO THE UPTURN IN THE DOMESTIC ECONOMY AND LOWER-THAN-FORECAST PRICES ON THE POLLUTION-FREE 76 MODEL VEHICLES. TRUCK AND BUS PRODUCTION BY THE "BIG TWO", TOYOTA AND NISSAN, ALSO INCREASED MEASURABLY OVER A YEAR AGO, REFLECTING THE REBOUND IN THE ECONOMY.

3. AUTO EXPORTS DURING THE FIRST SIX MONTHS, REACHED 1,831,215, AN ALL-TIME HIGH, UP 53.3 PERCENT OVER THE SAME PERIOD IN 1975. TOYOTA AND NISSAN ALSO EACH EXPORTED MORE VEHICLES THAN EVER BEFORE IN A SIX MONTH PERIOD - TOYOTA, 578,326 AND NISSAN 566,997. THOSE OF TOYO KOGYO, HONDA AND MITSUBISHI ALSO, PERCENTAGEWISE, CLIMBED SIGNIFICANTLY - TOYO KOGYO TO 224,426 (UP 52.5 PERCENT), HONDA TO 143,360 (UP 86 PERCENT), AND MITSUBISHI TO 139,007 (UP 107.1 PERCENT). EXPORTS TO THE U.S. NUMBERED 728,087 UNITS, AN INCREASE OF 95 PERCENT OVER LAST YEAR. SECOND WAS AUSTRALIA WITH 131,971 UNITS AND THIRD, SAUDI ARABIA AT 108,602. IN MAY BOTH TOYOTA AND NISSAN SURPASSED AMERICAN MOTORS IN THE NUMBER OF NEW VEHICLES REGISTERED IN THE U.S.

4. THE ONLY SEGMENT OF AUTOMOBILES NOT SHARING IN THIS LARGESSE IS THE IMPORTS. IMPORTS TOTALED 22,679 UNITS, INCLUDING 11,475 FROM WEST GERMANY, 8,614 FROM THE U.S. AND 612 UNITS FROM BRITAIN, AS IN THE REFTTEL. U.S. INDUSTRY REPS HERE ONCE AGAIN ATTRIBUTE THE LAG MAINLY TO A SLOW START IN THE SELLING OF 1976 MODELS. SHOESMITH

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** AUTOMOTIVE INDUSTRY, INDUSTRIAL PRODUCTION, PRODUCTION DATA, TRADE DATA  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 SEP 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976TOKYO13379  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760337-0875  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760984/aaaacuea.tel  
**Line Count:** 94  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 TOKYO 8364  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** cahillha  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 23 FEB 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <23 FEB 2004 by MaustMC>; APPROVED <14 JAN 2005 by cahillha>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** JAPAN'S AUTOMOTIVE TRADE AND PRODUCTION JAN-JUNE 1976  
**TAGS:** ETRD, EIND, JA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006